

Message Text

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PAGE 01 SEOUL 01659 130836Z

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W

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R 130715Z MAR 75

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 8824

UNCLAS SEOUL 1659

E.O. 11652: N/A

TAGS: BEXP, BTRA, KS

SUBJECT: FOREIGN BUYER PROGRAM - U.S. TRADE SHOWS

REF: STATE 38624

STATE A-517

1. AMEMBASSY SEOUL HAS REVIEWED RESULTS OF FIVE PROMOTION EFFORTS UNDER EARLIER INSTRUCTIONS AND FINDS RESULTS HAVE BEEN DISAPPOINTINGLY MINIMAL.

EVENTS PROMOTED WERE:

CHICAGO INTERNATIONAL MACHINE TOOL SHOW
BOBBIN/AAMA CONVENTION
PACKAGING/CONVERTING MACHINERY SHOW 74
MATERIALS TESTING AND QUALITY CONTROL CONFERENCE AND EXPOSITION.

WITH EXCEPTION OF DETROIT WORLD ENERGY CONFERENCE NO LOCAL INTEREST WAS STIMULATED. A REVIEW OF VISITOR REGISTRATIONS SUPPLIED US BY SHOW MANAGERS INDICATE FEW, IF ANY, VISITORS FROM KOREA. THESE RESULTS DUE LARGELY TO DIFFICULTIES IN SECURING PASSPORTS AND OTHER RESTRICTIONS ON TRAVEL IMPOSED BY ROKG.

2. THEREFORE, POST DOES NOT PLAN TO ACTIVELY PROMOTE ANY OF FY 76 TRADE SHOWS. HOWEVER, WE WILL ATTEMPT TO HIGHLIGHT THE DESCRIPTIONS OF THESE EVENTS LISTED IN REF A IN FUTURE ISSUES OF COMMERCIAL NEWSLETTER. MANAGERS OF EPB
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SUPPORTED SHOWS REQUESTED SEND SMALL NUMBER PROMOTIONAL BROCHURES

FOR INFORMATION KOREAN BUSINESSMEN.
SNEIDER

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NNN

Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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Margaret P. Grafeld
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